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For Immediate Release:

**Tracy Sarris Named Chief Marketing Officer for Alpha-Omega Amusements & Sales and Amusement Entertainment Management (AEM)**

**East Brunswick, NJ** – Frank Seninsky, President/CEO of Amusement Entertainment Management (AEM) and Alpha-Omega Amusements & Sales, announced today that Tracy Sarris, Director of Marketing and Communications for the Alpha-Omega Group of companies, was promoted to the position of Chief Marketing Officer (CMO).

“Ms. Sarris will be responsible for the development of promotional strategies and plans for our respective companies,” said Seninsky. “This will include generating and maintaining public interest in the company’s services and products, while overseeing the day-to-day marketing operations. Sarris is analytical, creative, and knowledgeable in a variety of disciplines, such as communications, information technology, and finance. This makes her an ideal choice to assist our team in expanding and moving our companies forward in the marketplace.”

As CMO, Sarris will coordinate the production of public relations, media, promotions and advertising in order to ensure the organization’s message is distributed across channels and to targeted audiences in order to meet objectives. She will be responsible for strategic planning and development, branding, market research, customer service and sales management across industry markets.

Joe Camarota, COO of Alpha-Omega and partner of AEM, added, “As our Industry continues to evolve, especially in its effort to align itself with new media venues and the opportunities that they present, Tracy will prove to be a valuable asset for our team and our industry as a whole.”

Since joining the company in 2010, Sarris has been actively promoting Alpha’s and AEM’s marketing programs and educational endeavors, maintaining the design and distribution of The Redemption & FEC Report, creating new print and e-publications, writing for various trade publications, marketing exclusive distributor partnerships and expanding the overall communication efforts for the companies.

“I am looking forward to strengthening our position in the market and increasing sales through successful promotion of the entire organization,” said Sarris. “This will include seeking out new ways to deliver our message, such as the internet, mobile devices, video and social media. I am very lucky to be working with an industry icon like Frank Seninsky, who has become my mentor and has provided me the opportunity to meet and work with some of the best and brightest leaders in the business. In my expanded role, I will be fortunate to work with AEM’s additional partners, Jerry Merola and Joe Camarota as we look at new ways to effectively communicate to the industry the superior service and quality that comes when working with companies like AEM and Alpha-Omega Amusements &

Sales, which have been leaders in the consulting, entertainment and game reconditioning/sales business for over 43 years.”

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**Alpha-Omega** is a certified, recognized distributor for most game manufacturers, offering the highest quality and greatest selection of new and fully reconditioned amusement games and attractions that include redemption, merchandising, video and novelty games. They have an experienced and professional staff of 25 multi-talented individuals who can assist you in choosing equipment (taking into account your needs, demographics, and targeted group), provide immediate support and service, and provide a full range of consulting services including conceptual design and layout. They offer financing solutions, sales agreements with extended warranties and weekly analysis for 5 years and guaranteed trade-ins. ([www.AlphaOmegaSales.com](http://www.AlphaOmegaSales.com)).

**Amusement Entertainment Management, LLC**, offers a full range of consulting services, including early-stage feasibility analysis, business plan development, funding assistance, and conceptual design and layout services. They assist their clients with the design and development of new-age bowling venues, family entertainment centers, waterparks and amusement parks on a worldwide basis. Amusement Entertainment Management, LLC provides expert advice for family entertainment center site and attraction selection, financial modeling, business plan creation, operational programming, as well as “hands on” attention to employee training and technical support. ([www.AEMLLC.com](http://www.AEMLLC.com)).